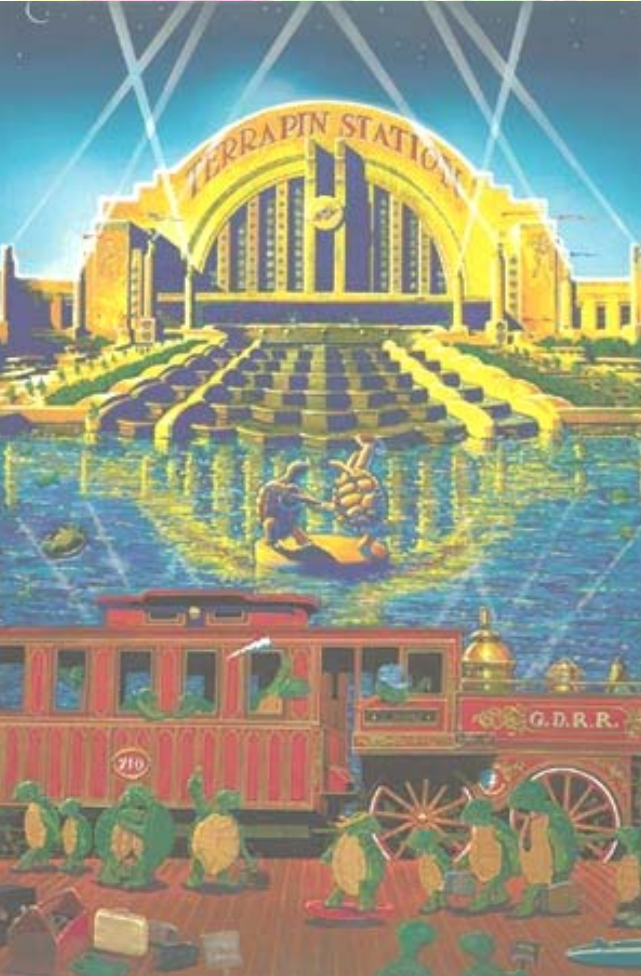


Terrapin Station

Traffic Management Plan

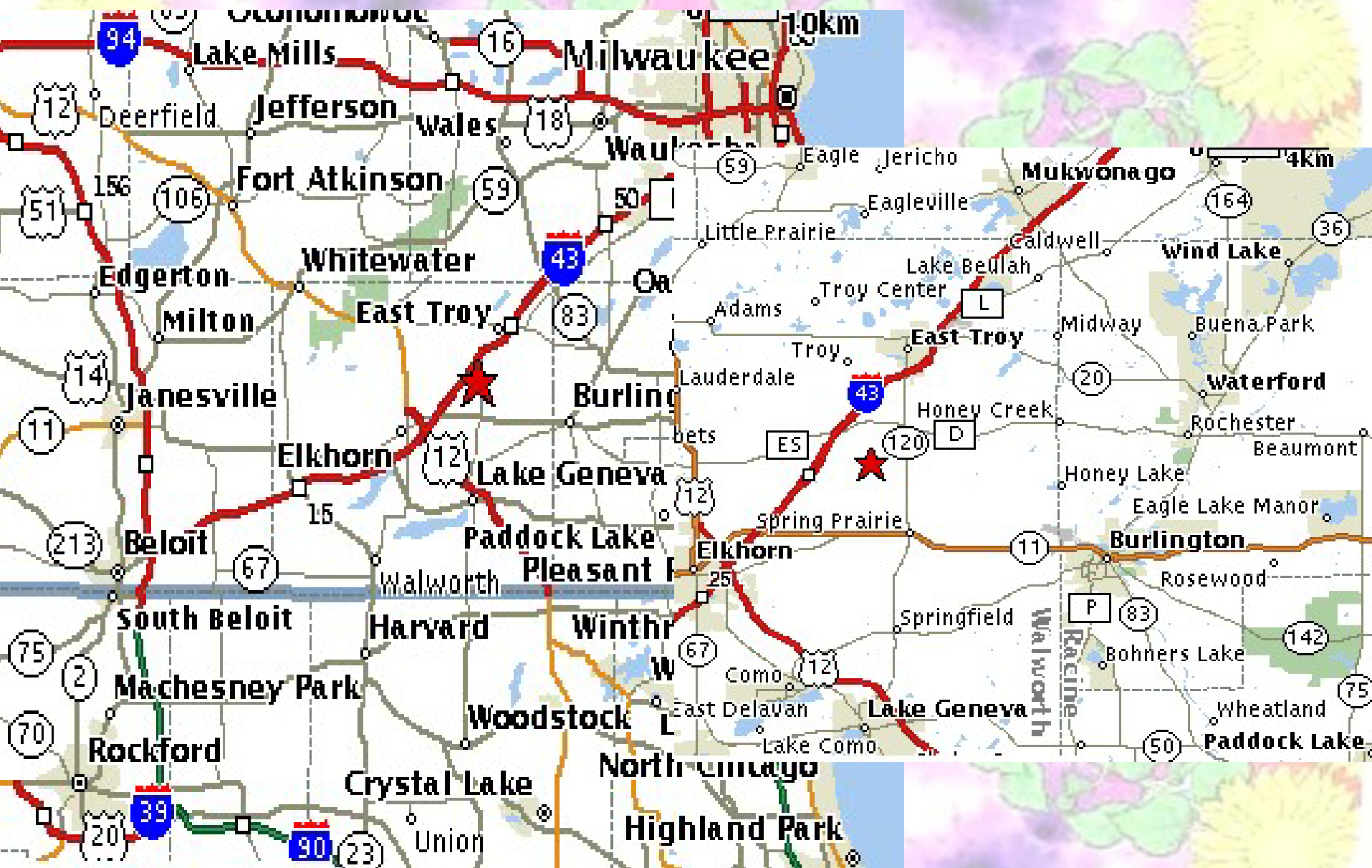


Grateful Dead Tour

August 3-4, 2002

East Troy, Wisconsin

Alpine Valley Music Theatre



Area Demographics

❖ Population:

Regional: Approx. 10 million

Area: Walworth County: 93,759

❖ **Rural Setting consisting of mostly farm land**

❖ **Relatively few hotel spaces in immediate vicinity**

❖ **Near Interstate 43**

❖ **Alpine Valley Music Theatre Capacity: 35,000**



Event History

- ❖ 1989 concert at Alpine Valley saw 200,000 Grateful Dead Fans
- ❖ Fans arrived in the area several days prior to concert events, and remained in area following concert for several days
- ❖ Residents saw property damage, littering, public lewdness, theft, etc.
- ❖ Traffic Management plan not utilized for 1989 concert – traffic back-ups for miles
- ❖ Blockage of roadways in area, no forms of emergency access



Walworth County has long memory, rejects Dead
By JEAN MATHESON
Of the Journal Sentinel

The Dead are not welcome in Walworth County.

Fearing a repeat of a Grateful Dead concert that one official said terrorized Walworth County residents 13 years ago, a county committee on Tuesday denied a permit for a reunion concert at Alpine Valley Music Theater this summer.

The County Highway Committee unanimously denied a permit for the highly publicized reunion concerts Aug. 3 and 4, which were expected to attract at least 100,000 fans to the outdoor amphitheater near East Troy. County officials said later that they expect Alpine Valley to appeal.

At a hearing before Tuesday's vote, Sheriff David Graves and six police chiefs said they were concerned the concerts would attract a throng to Alpine Valley.

Then



&



Now

Arrests, yes, but no worst-case scenario at 2-day Dead reunion
By MEG JONES
Of the Journal Sentinel Staff

East Troy- Tens of thousands came, but not the unruly hordes officials fretted over when the surviving members of the Grateful Dead announced they were coming to Alpine Valley.

"People have said, 'Don't you think all that you planned was overkill?' I disagree," said Walworth County Sheriff's Lt. Scott McClory. Officers from neighboring departments were called in to help, though Sheriff David Graves declined to say how many. Once officials saw how smoothly Saturday's all-day concert went, they quietly sent home some officers.

Traffic nightmares, orgies, and trampling of neighbors' homes never materialized as the two-day festival, Terrapin Station: A Grateful Dead Family Reunion, ended Sunday.

"Had yesterday's show been a problem," Graves said early Sunday evening, then, yes, we probably would have cancelled today." As of 5 p.m. Sunday, police had issued six citations for underage drinking, two for illegal vending, and 115 for marijuana possession, and had arrested 15 people on various charges, including drug charges.

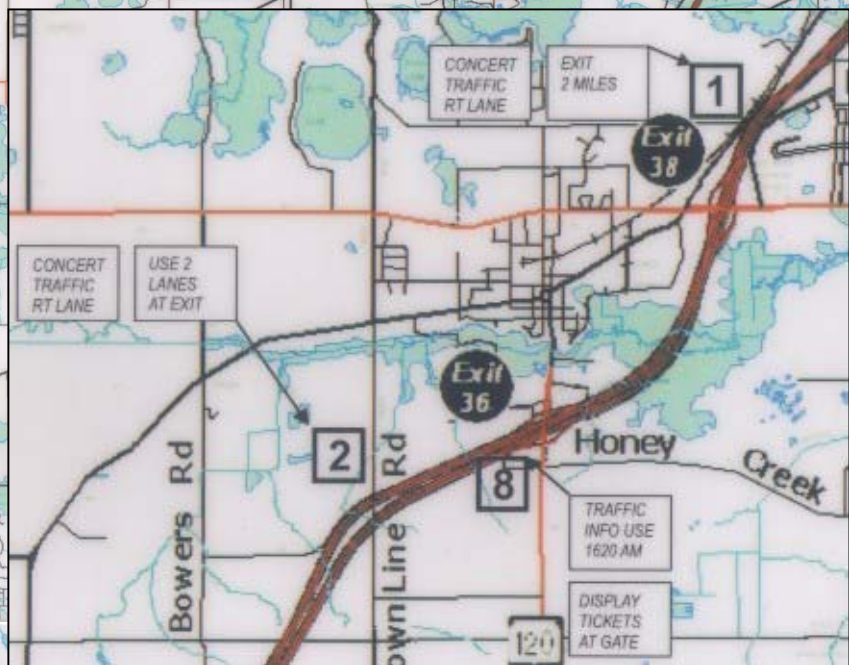
But in late June, the county relented after show promoter Clear Channel Entertainment came up with an extensive security plan. Anyone without a ticket was turned away.

The sheriff said that 100 cars were turned away Saturday and 50 cars were on Sunday, not the thousands some had predicted.

Traffic Management Plan Timeline

- ❖ **Need for Traffic Management Plan determined June 26, 2002 – Concert date August 3-4, 2002**
- ❖ **Interagency coordination of high importance**
- ❖ **½ day meetings every Friday which all agencies involved attended**
- ❖ **Approximately 5 weeks to construct concert management plan**
- ❖ **Concert Management Plan included:**
 - ❖ Emergency government plan
 - ❖ Weapons of mass destruction plan
 - ❖ Emergency medical unit plans
 - ❖ Traffic Management Plan

ALPINE VALLEY INITIAL PCMS SIGN PLAN



ALPINE VALLEY TRAFFIC CONTROL POSITIONING



PCMS LOCATIONS

- PCMS 1 - I-43 SB 1 MILE N
- PCMS 2 - I-43 SB AT TOWN
- PCMS 3 - I-43 NB AT CTH D
- PCMS 4 - I-43 NB AT CENT
- PCMS 5 - USH 12 NB 1/2 MI
- PCMS 6 - USH 12 NB AT BL
- PCMS 7 - STH 120 NB AT S
- PCMS 8 - STH 120 SB AT H
- PCMS 9 - CTH D WB AT HA



Other Agencies/Programs

- ❖ **Traffic Incident Management Enhancement Program (TIME)**

- ❖ Four Components of TIME:

- ❖ Special events and construction
 - ❖ Emergency response
 - ❖ Corridor Traffic Management
 - ❖ Public Information

- ❖ **TIME program works to link agencies/provide contacts**

- ❖ **Most agencies involved in Terrapin Station TMP involved in TIME**



Traffic Management Plan

Coordinating Agencies

- ❖ Wisconsin Department of Transportation (WisDOT)
- ❖ Federal Bureau of Investigation (FBI)
- ❖ Walworth County DPW
- ❖ Racine Traffic Response Unit (TRU)
- ❖ Wisconsin State Patrol
- ❖ Various County Sheriff Departments:
 - ❖ Walworth
 - ❖ Racine
 - ❖ Rock
 - ❖ Dane
 - ❖ Waukesha



Aerial Map



Traffic Management Plan

Components:

- ❖ Changeable Message Signs
- ❖ Type 3 barricades and traffic cones
- ❖ Portable Lighting Units
- ❖ Rest Area used as Command Post
- ❖ ATV/Bicycle/Equestrian Patrols
- ❖ Highway Advisory Radio
- ❖ Aprox. 75 law enforcement officers per shift with extra officers on call



Traffic Management Plan

Rest Area Command Post:

- ❖ Wal. Co. S.D. Remote Comm. Center
- ❖ WisDOT Remote Traffic Ops. Center
- ❖ Law Enforcement Controlled Access



Traffic Management Plan



- ❖ **Aprox. 60 tow vehicles on hand to assist motorist and to remove illegally parked vehicles to designated tow lot**
- ❖ **Media broadcasts alert concert-goers of rules/regulations**
- ❖ **Concert promoter (Clear Channel Comm.) was very receptive to providing necessary resources**

Special Events Planning Tool

❖ Severity Level Matrix

❖ Developed with help of Law Enforcement and event sponsor

❖ Provides anticipated level of response required for each event

Special Event Traffic Management Planning Tool						
Instructions: Determine what level of traffic will be experienced by answering the following questions to the best of your ability. Please place an "x" in the white box below the appropriate answer.						
What is the predicted special event attendance?	Less Than 10,000	10,000 - 25,000	25,000 - 50,000	50,000 - 75,000	75,000 - 100,000	100,000 - 250,000
Will the event take 10,000 - 25,000 More Than 10,000 - 25,000 Less Than 10,000 - 25,000						
Does the event require lane or ramp closures?	No	Yes (Lane)	Yes (Lane)	Yes (Lane)	Yes (Lane)	Yes (Lane)
Does the event require, in addition to the event, a special event?						
What is the effect of construction on traffic?	Yes (Lane)	Yes (Lane)	Yes (Lane)	Yes (Lane)	Yes (Lane)	Yes (Lane)
Is there a construction project on the road leading to or from the special event?						
Is there a construction project on the road leading to or from the special event?						
Where is the event?	On the street	On the street	On the street	On the street	On the street	On the street
Is there a construction project on the road leading to or from the event?						
What effect does the event scheduling have on traffic?	Yes (Lane)	Yes (Lane)	Yes (Lane)	Yes (Lane)	Yes (Lane)	Yes (Lane)
Is the event scheduled to begin on a Friday or Saturday?						
Is there a construction project on the road leading to or from the event?						
Is there a construction project on the road leading to or from the event?						
Will a VIP be attending?	No	Yes	Yes	Yes	Yes	Yes
Is there an incident going on affecting the situation?	Yes (Lane)	Yes (Lane)	Yes (Lane)	Yes (Lane)	Yes (Lane)	Yes (Lane)
Is there a construction project on the road leading to or from the event?						
What are the weather conditions?	Yes	Yes	Yes	Yes	Yes	Yes
Is there a forecast for severe weather today, today, or after the special event that might affect the event?						
Are all known resources available?	Yes	Yes	Yes	Yes	Yes	Yes
Is the event scheduled to begin on a Friday or Saturday?						
Is there a construction project on the road leading to or from the event?						
Is all equipment available?	Yes	Yes	Yes	Yes	Yes	Yes
Are all traffic lights available?	Yes	Yes	Yes	Yes	Yes	Yes
Are all traffic lights available?	Yes	Yes	Yes	Yes	Yes	Yes
Are all traffic lights available?	Yes	Yes	Yes	Yes	Yes	Yes

TRAFFIC CONDITION: LEVEL 3

Coordination and Media Support

- ❖ **Public Information campaigns:**

 - “If you don’t have a ticket, don’t come”

 - “If you’re here and don’t need to go, don’t go”

- ❖ **Provided to concert goers and residents via radio, concert web sites, web based “talk groups”, print media, and word of mouth**

- ❖ **National attention for band, promoter, and local agencies**



“Planned Congestion”

- ❖ Peaceful crowd
- ❖ Smooth fill and spill
- ❖ Attendees and Residents followed traffic guidance



Success!



Terrapin station Traffic Management Plan



For more information:

www.dot.state.wi.us or scott.silverson@dot.state.wi.us
414-227-2166

WisDOT Traffic Operations Center

633 W. Wisconsin Ave.

Suite 1200

Milwaukee, WI 53203

